

Session #51

Why Can't We Be Friends: Students & Social Media

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U.S. Department of Education



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Shifts in Communication

- No longer a one way street
- Generational
 - Millennials are the heaviest users
 - Baby Boomers are the fastest growing users
- People now spend more time on social networking sites than on e-mail

2009 Social Media Survey

- Surveyed financial aid administrators
 - Facebook, Texting, and YouTube were the most widely used
 - Many were blocked from accessing social media sites at work
 - Used social media more in their personal lives



Facebook

- Facebook has over 500 million users
- If Facebook were a country it would be the 3rd largest
- An average Facebook user spends:
 - 55 minutes a day
 - 6.5 hours a week
 - 1.2 days a month
- More than 30 billion pieces of content shared each month

YouTube & Twitter

- **YouTube**

- Receives over 2 billion viewers each day
- 24 hours of video uploaded every minute
- More than half of YouTube users are under age 20
- To watch all the videos currently on YouTube, a person has to live for around 1,000 years

- **Twitter**

- 80% of Twitter users use Twitter on mobile devices
- Over 50 million tweets in 2010
- Over 100 million current users

What's in it for You?

- Meeting students where they are
- Larger reach with fewer resources
 - Common questions → Shorter lines
- Gives you a competitive advantage
 - If you're not out there, who is?

Listen First!

- It is important to know what is being said about you before you dive in
- Keywords:
 - Don't forget misspellings
- Tools:
 - Google Alerts
 - Social Mention
 - Hootsuite



Listening Tools: Social Mention

socialmention*

financial aid office

Search

[Blogs](#) [Microblogs](#) [Bookmarks](#) [Comments](#) [Events](#) [Images](#) [News](#) [Video](#) [Audio](#) [Q&A](#) [Networks](#) [All](#)

[Advanced Search](#) [Preferences](#)

5% strength

3:1 sentiment

27% passion

29% reach

1 hours avg. per mention

last mention 21 minutes ago

58 unique authors

1 retweets

Sentiment

positive	22
neutral	50
negative	8

Top Keywords

college	20
student	16
year	10
thankful	10
loan	9
school	9
understand	8
programs	7
university	7
students	7

Top Users

Mentions about financial aid office

Sort By: Results:

Results 1 - 15 of 80 mentions.

- [To find out more about Harvard offering free tuition for families making less than \\$60,000 a year, visit Harvard's financial aid website at...](#)

We are eager to help you and your family understand our financial aid programs and to assist you in finding ways to meet your college costs. Given the unprecedented ...
www.facebook.com/profile.php?id=1289404858&v=wall&story_fbid=165581080147192
21 minutes ago - by [Jude Jacques](#) on [facebook](#)
- [Visit financial aid office, job hunt, take things to parents, pick up things from parents, visit unemployment office, move shit from one roo...](#)

www.facebook.com/profile.php?id=100000272457548&v=wall&story_fbid=147918375256290
2 hours ago - by [Taylor Mullins](#) on [facebook](#)
- [University of Nottingham – ASEAN Masters Scholarship 2011 International Office Scholarships The University of Nottingham offers a compre...](#)

Free Blogger Templates by TheBlogTemplates.com and WebHostingMen.com
www.facebook.com/profile.php?id=100000972486634&v=wall&story_fbid=110490012354506
5 hours ago - by [Scholarships My](#) on [facebook](#)
- [Tomorrow is gonna be a long day..... Financial aid office, counselor's and then hopefully enrolled for next semester!](#)

www.facebook.com/profile.php?id=1034114777&v=wall&story_fbid=122095184520945
7 hours ago - by [Felix Savala](#) on [facebook](#)
- [Does anyone know if hocking colleges admissions office & financial aid offices are open tomorrow & what the times are?](#)

[RSS Feed](#)
[Email Alert](#)
[CSV/Excel File](#)


CSV Data

[Sentiment](#)
[Top Keywords](#)
[Top Users](#)
[Top Hashtags](#)

advertisement

How is YOUR social media doing?

Analytics for Social Media

swix social web index

advertisement

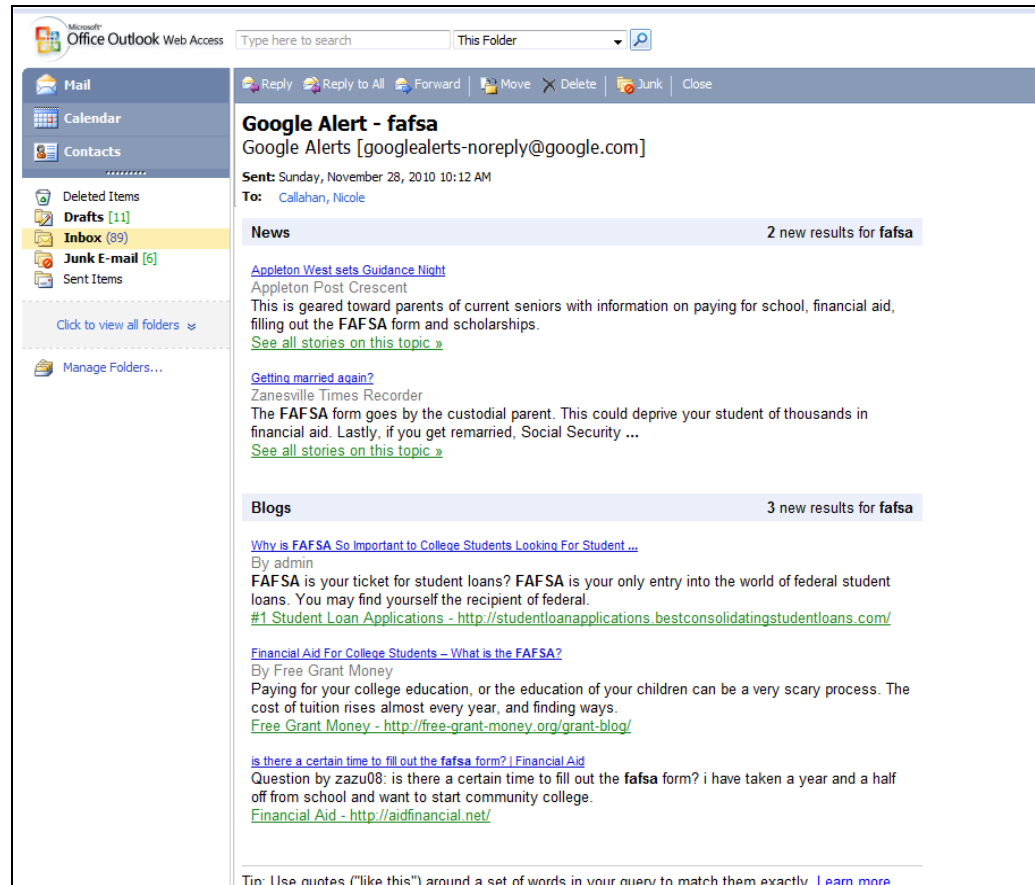
The best damn product development company in

Feedback



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Listening Tools: Google Alerts



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Plan

- What resources do you have available
 - People
 - Content (text, videos)
 - Tools
 - Training
- Have a content strategy
- Take traditional messaging & rewrite for Web 2.0
- Crisis management/handling negative sentiment & mistakes

Create

- Not just a duplication of your website
 - BE INTERACTIVE!
- Create great conversation starters
- Use relevant keywords in “About Us” box
- Info button should include your key social sites
- Include FAQs and Photo Tabs
- Use e-mail to announce your page

Examples from Schools

facebook Search

UNCG Financial Aid Office Like

Wall Info Photos Video Notes Filters

Add to My Page's Favorites
Suggest to Friends

The UNCG Financial Aid Office staff is here to assist you with the process of applying for financial aid. Our experienced staff is available during office hours. No appointments are necessary.
Email: finaid@uncg.edu
Federal School Code: 002976

Information

Location:
PO Box 26170, 723 Kenilworth Street
Greensboro, NC, 27402

Phone:
336-334-5702

Mon - Wed:
8:00 am - 5:00 pm

Thurs:
8:00 am - 4:00 pm

Fri:
8:00 am - 5:00 pm

438 People Like This

Michelle Legare Martin
Kayla Newman
Jamey Jarrett

UNCG Financial Aid Office reminds everyone to check their financial aid status via UNCGenie to make sure there are no incomplete requirements for the spring 2011 semester. We hope everyone had a nice Thanksgiving break! Back to UNCG tomorrow morning!
12 hours ago

UNCG Financial Aid Office will be closed Wednesday, 11/24/10 @ 5 pm, until Monday, 11/29/10 @ 8 AM. Have a safe and Happy Thanksgiving holiday!
November 24 at 4:37pm

UNCG Financial Aid Office wants to remind everyone of the new Satisfactory Academic Progress policy that took effect beginning fall 2010. Make sure you are familiar with the policy to know how it could impact your aid for spring 2011!
November 17 at 11:32am

Alquan Q Thomas likes this.

UNCG Financial Aid Office <http://fia.uncg.edu/sap/>
November 17 at 11:33am · Flag

UNCG Financial Aid Office Check out www.college.gov for information on how to pay for college!

college, education, financial aid info - college.gov
www.college.gov
Learn how to pay for college, why you should go, what you need to do to get there and how to talk to your family about college. College.gov was built by the U.S. Department of Education in collaboration with students.
November 15 at 8:46am · Share

UNCG Financial Aid Office welcomes NCASFAA (North Carolina Association of Student Financial Aid Administrators) to campus on Friday, November 12th for training!
November 11 at 8:30pm

Amy Berrier likes this.

UNCG Financial Aid Office Happy 235th Birthday to the United States Marine



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Examples from Schools

facebook Search

LOYOLA UNIVERSITY NEW ORLEANS

Loyola-New Orleans FinAid +1. Add as Friend

Wall Info Filters

Loyola-New Orleans FinAid

LOSFA
Education: 1,103 people like this.

Louisiana Office of Student Financial Assistance

November 24 at 2:32pm · Share

Our student-focused staff works to help students and their families seek, obtain, and make the best use of all resources available to help them finance the costs of attending Loyola University New Orleans.

Information

Networks:
Loyola New Orleans Staff
Current City:
New Orleans, LA
Website:
<http://www.loyno.edu/financialaid>

Friends
104 friends See All

Dianna Autry Hill
Marian-Nola CakeDiva Williams
Felipe Ramirez

Loyola-New Orleans FinAid December student newsletter is now online. Have a great Thanksgiving with family and friends!

Student and Parent Newsletters - Scholarships and Financial Aid - Loyola University New Orleans
www.loyno.edu
Loyola University New Orleans is a Jesuit university offering undergraduate, graduate and law degrees in a caring, nurturing environment.

November 24 at 11:07am · Share

Loyola-New Orleans FinAid via **NASFAA:**

IFAP - Electronic Announcements
ifap.ed.gov
The Information for Financial Aid Professionals (IFAP) web site connects you to guidance, resources and systems needed to conduct the business of Federal Student Aid.

November 23 at 6:32pm · Share

Lynn TwoDat Folger likes this.

Loyola-New Orleans FinAid

Loan Repayment - National Health Service Corps
nhsc.hrsa.gov
HRSA, Health Resources and Services Administration, Health Resources & Services Administration

November 22 at 3:53pm · Share



Other ways to use Facebook

- **Status Updates**
 - Text, links, photos
 - Meet the customer where they are
- **Facebook Events**
 - Promote Financial Aid Events/Deadlines
 - Easy to share
- **Facebook Questions**
 - Answer & keep track of common questions
 - Check out Formspring as well
 - Shorten your lines


Future of Facebook

- Facebook founder declares e-mail is almost dead...
- Announces a new platform that will integrate all the following into one inbox
 - Cell phone texts
 - Chats
 - E-mail
 - Facebook messages

Examples from Schools

Welcome to #NewTwitter! Read up on what's new. You can also leave the preview and come back later. Close

twitter Search Home Profile Messages Who To Follow + nac2011



Loyola FinancialAid


@loynofinaid New Orleans

Our student-focused staff works to help students and their families obtain all resources available to help finance college

<http://www.loyno.edu/financialaid>

+ Follow ⌵ ⚙


Timeline Favorites Following Followers Lists



loynofinaid Loyola FinancialAid

New student newsletter now online at <http://www.loyno.edu/financialaid/facts-newsletter>


24 Nov ☆ Favorite ↻ Retweet ↩ Reply



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Loan Repayment - National Health Service Corps nhsc.hrsa.gov/loanrepayment/ via @AddThis


22 Nov



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December Grads - Remember to complete exit counseling for your federal loans- <http://www.loyno.edu/financialaid/completing-exit-counseling>


18 Nov



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MAY GRADS- Time to start repaying federal loans. Review your payment options @ <http://www.loyno.edu/financialaid/graduation-and-beyond>


14 Nov



About @loynofinaid

133 Tweets	25 Following	49 Followers	5 Listed
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Following 25



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[Businesses](#) · [Media](#) · [Developers](#) · [Resources](#) · © 2010 Twitter



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Other ways to use Twitter

- **Follow Pertinent Feeds**
 - Students, university departments, FinAid resources
- **Monitor**
 - What are your students saying?
 - Some is just noise, but some feedback is constructive
- **Interact**
 - Make followers your advocates
 - Gain respect through involvement
 - Don't be a robot
- **Field Questions**



Other Tools

- **Blog**
 - Traditional Blogs
 - Blogspot, Wordpress
 - Tumblr
- **Social check-in sites**
 - Facebook Places
 - Foursquare
 - Gowalla
 - SCVNGR

Promote

- Facebook and Twitter icons on your website
- Cross-promote
- Hosts contests to gain followers
- Interact
 - Use your website to push information
 - Make students, faculty, alums your advocates

Security & Privacy

- Personally Identifiable Information (PII)
- Privacy settings
- Encourage students to use caution
 - Social media is public

Stay in the Know

- [Mashable](#)
- [Social Media Today](#)
- [TechCrunch](#)
- [The Next Web](#)
- [Social Media Examiner](#)
- Resources
 - [Fascinating Social Media Facts 2010](#)
 - [21 Creative Ways to Increase Your Facebook Fanbase](#)



Contact Information

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